THE Dublishers' Weekly,

The American BOOK TRADE JOURNAL

VOL. CV.

NEW YORK, MARCH 15, 1924

No. 11

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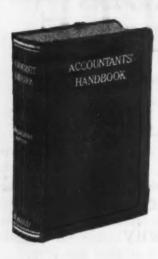
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I have found that almost everyone who bought Fire and Ice bought The Cimbrians and are eagerly awaiting Christopher Columbus. That class of reader is your first audience. The second is the class waiting to buy the set complete. There is still a third class: those who have been buying the novels of Sabatini and who are essentially interested in a first class historical romance. If you sell a customer one volume of The Long Journey, you can rely on his coming back for the other two.

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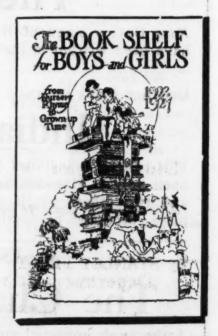
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The PUBLISHERS' WEEKLY

THE AMERICAN BOOK-TRADE JOURNAL

New York, March 15, 1924

More Religious Books in the Home

By Irving Kelly

I F there is not a great demand for more religious books in the home, there is a great need. The late Woodrow Wilson, in a recent article in The Atlantic Monthly, stated the hope of the world was in religion (real religion), and President Coolidge

voiced this sentiment recently—"The thing the world needs most is a proper spiritual conception of human relationships."

If these words are true, how needful the discussion we are having at this hour. I am absolutely sold on the idea under discussion, having purchased many religious books and

taken them home for the family's use. Many folks are starved intellectually. In the average home library, we can say of the religious book "it is non-existent," save possibly the Bible and a few devotional books as "Pilgrim's Progress" and "Imitation of Christ," both good, but not enough.

Developing an interest in religious books is no simple or easy thing. The average man thinks of a religious book as dull. To dispel this notion, and feature the good religious book, is our task. If a father, one of our "go getter" business men would buy, read and place in his home such an excellent book as Coffin's "What is There in Religion," with its chapters on Refreshment (Physical Culture), Power (Pep), Beauty (the Artistic), Illumination (Vision and Foresight), all practical topics capable of being translated into everyday life, he would

be a better business man and have a better home: or take Fosdick's "Second Mile," featuring the idea of service, so much stressed in modern business life. Again measure the effect on any person, say one of our church trustees, of a careful reading

IN the midst of the Lenten season when the bookseller is particularly interested in creating sales for religious books the address reprinted here suggests a variety of practical methods.

The address was delivered on February 12th before the Publishers' Section of the International Sunday

Glover's "Jesus of History." Not a Sunday School teacher in the country but would be a better teacher by reading George Bett's "How to Teach Religion." The wonderful field

ruary 12th before the Publishers' Section of the International Sunday School Council of Religious Education.

Two questions

confident.

to select from should

make us hopeful and

of such a book as

arise. I—Who is responsible? 2—What should we do? Responsibility rests primarily on the bookseller, who should cooperate with the publishers and the National Association of Book Publishers. We should read the Year-Round Bookselling News issued by the publishers. Feature religious books, especially during the Easter Lenten Season, March 5th to April 20th.

To be practical, I asked different persons the question, "How can we get more religious books in the home?" with the following responses.

I—The Department Manager. Closer cooperation with the Publishers' Association and with the Editorial Departments of the various church boards and editors of denominational magazines.

2—Another Department Manager. Cooperate with the pastor. A book table in the church, featuring religious books, with frequent word by the pastor that the books are for sale.

- 3—The Book Salesman. It is up to the pastor. He is the key man and knows, or should know, religious books. Also work thru the Sunday School or class teacher, who, by close contact, often is a more effective agent, with more influence on the scholars.
- 4—The Clerk. Work thru the churches and pastors, by having discussion groups in the church and thus inform the people of religious books and create an interest. Get the laymen to buy and read religious books. Then they will talk of them (more effective than the professional recommendation of the pastor in many instances).
- 5—The Office Man. People buy what they really desire. The cry of hard times, no money for books, is no reason. The interest must be aroused.
- 6—Women. People do not know of religious books. It is absolutely the duty of the pastor to recommend, otherwise they will not be purchased and placed in the home.
- 7—The expert on Christian vocational work. Have a debate on modernism vs. fundamentalism, thus by discussion, create interest in books on these subjects.

I believe we should appeal to and cooperate with the following groups, listed in order of their importance.

- 1-Publishers and Editors.
- 2-Pastors.
- 3-Parents.
- 4—Churches.
- 5—Teachers.
- 6—The General Public.
- 1-WHAT CAN BE DONE. Get the pastors to install a book table in the church. One of our large Chicago churches sold \$125.00 worth of books at the Christmas season, three-fourths of which were religious. The pastor spoke in the Sunday morning church service and other meetings on the value of good books, referring to some by name. Notices were printed in the Weekly Bulletin. Books were taken largely on Sunday, paid for later. A competent person was in charge. By this method, tested books go into the homes, reinforcing the message of the pulpit. One Evanston pastor remarks he rarely preaches a sermon without a reference to some book.
- 2—USE CHURCH BULLETINS. By personal solicitations, face to face, by 'phone and mail, get representative pastors to insert frequent reference to current, outstanding religious books in the Church Bulletin.

Where the bulletins are edited by laymen, do the same, as this person is usually well read and knows religious books to some extent. One pastor in Missouri inserts a three hundred word review in his bulletin on occasions. This bridges the gap between the expert knowledge of the pulpit, and the lack of information in the pew. People come to church hungry. Get the pastors and church leaders to feature ownership of books. The loan idea is too prevalent. "My Books" is the ideal for parents and the home.

3-COOPERATION WITH PARENTS AND CHRISTIAN LEADERS. Urge the habit of reading an occasional religious book. This can and should be done (especially with children), indirectly, by having religious books in convenient places about the home. Children will eat more vegetables if not told they are good for them. The same thought applies to books. To be personal, I noticed my youngster reading a Bible story book just because it was hers, accessible at all times. If there is a break-down in American life, it is in the home. Inciting the parents to make the home more attractive with good books is a partial solution. The church and school must be re-inforced by the parents. Parents must know religious books to supervise the home library. Work with teachers and leaders at Conferences, Conventions and Institutes. Some of these leaders are awake on the problem. At Lake Geneva last summer, a pastor of a city church gave a fine talk to a large group of young people on the theme "Books and Your Life Work." He indicated he would gladly take a week for a course in studying books of the better sort.

4—Cooperate With the American Booksellers' Association, as previously indicated. In the stores give religious books a more prominent place.

5—Compile Mailing List of pastors, Sunday School Superintendents, Y. M. C. A., Y. W. C. A. Workers, and leading members of the churches, who shall receive letters and lists—in other words, religious book publicity.

6—Use the Radio. If the city has a local Broadcasting Station, get some representative pastor to talk on Religion and religious books. This applies particularly just now, as we reach the Lenten Season and people are thinking more of religion and reading more religious books.

7—HAVE INFORMED SALES PEOPLE. Customers are quick to discern a lack of knowledge on the part of the sales person. Therefore, the good salesman will be religiously

inclined and will talk intelligently of his stock. It is distressing for a sixty year old business man or pastor to be served at a religious book table by a flapper or a fresh youth absolutely uninformed about the stock.

Obstacles to be Met

I—HABIT. People read newspapers, magazines and fiction thru habit and because this literature is so easily secured. Make religious books more accessible and easily purchased. If stacks of popular religious books were displayed as stacks of fiction, more would be sold. It is displacement. Play up the solid and substantial, minimize the light and frivolous. Professor William James, in his book on Habit, speaks of the drunken Rip Van Winkle, excusing his lapses, remarking "I won't count this time." It is counted, however. Impel people to habits of religious reading, and urge that they suffer no exceptions.

2—LACK OF APPRECIATION. I have a relative who, when he thinks of a book or talks of one, absolutely requires that it be fiction. I do not know of his ever reading a religious book, except the Bible. He thinks them of no use and a waste of his time. In contrast to this, a friend of mine grew so absorbed in Professor Charles Kent's "Shorter Bible," that he rode by his station on a suburban train utterly oblivious to time and place.

Our slogan should be HAVE FAITH. In the fall, 1923 season, the Macmillan Company sold more of Swain's "What and Where is God," than it did of their best fiction leader.

We may not be preachers, but we can all preach, and our text shall be

"MORE RELIGIOUS BOOKS IN THE HOME."

Making the Bookstore a Community Necessity

By Sigrid Holt

Of the National Board of the Y. W. C. A.

A S long as the emphasis is placed on selling the "best-sellers," the public will necessarily associate bookstores with spare time and spare cash, and continue to overlook the fact that there are at least two books published during the course of the year that would be worth to them many times the purchase price. Think what a trade you would have if every adult in your community (except those obviously too poor) purchased two books a year, a situation not impossible to contemplate.

Plus this trade, which ought to be the very back-bone of the book business, add a few customers who can afford to buy generously and in larger quantities. Thus, with the whole town supporting your bookshop, nothing short of a public calamity could prevent the business from striding ahead, whereas your few noteworthy examples of book-buyers die, move away or suffer reverses in fortune. It is a fact that business founded upon small purchases and universal appeal makes greater progress than that which caters to a more exclusive patronage with fewer sales and larger amounts to each transaction.

Is there a salesman in your town? Yes?—Several. Sell them a copy of "Influencing Men in Business." Could you

by any stretch of the imagination call that a luxury purchase on their part? Is there a mother in your town? Can a mother charged with the most important responsibility in the universe afford to miss owning a copy of Dr. Josephine Baker's "Healthy Children" or Dr. Emmett Holt's "Care and Feeding of Children"? Luxury purchases, indeed!

Can the men at your local banks or any of the enterprising business men pass over the opportunity of owning "Increasing Hu-man Efficiency in Business"? Is there a minister in your community who can get along without at least one of the important books on the fundamentalist-modernist controversy? Is there a teacher in your whole school system whose book-shelf should be without "Humanizing of Knowledge" by Robinson or H. G. Well's new book "The Story of a Great Schoolmaster"? Can you, or any of your prospective customers, harbor the idea of luxury in these connections? Furthermore, you know that any merchant on your "Main Street" would be benefited by owning a copy of David's "Retail Store Management," that every contractor and engineer in your town ought to own Gillett's "Handbook of Construction Data"; that every garage man for miles in your vicinity could be sold C. L. Jones' "Service

Station Management"; that every office, large or small, has a correspondent who should study "Making Letters Pay" by Schulze; that your lumber dealers would like to know about Bryant's "Lumber, its Manufacture and Distribution." estate men would give you the names of prospective purchasers in your community of small homes to whom you could sell Northend's "Small House, its Possibilities"; a short list of well selected garden books put in the mail box of every owner of a large or small garden in your community would sell dozens of these books in the months of March and April; books on home-keeping could be sold to the housewife by a similar notice in her mail box.

Any of your local industrial plants would welcome book lists pertaining to their work either distributed to the employees or posted on a bulletin board. For instance, there is no reason why your electric lighting company or telephone company, if thus approached, would not furnish you a number of customers for electrical books, since at least fifty per cent of these young men are interested in their work and ambitious to advance.

Make Books a Necessity.

The average bookstore of today is in the position of the public library a decade ago. Then the public associated the public library with novels and leisure, while now there is an ever growing feeling that the library can help one to become a better electrician, a better housekeeper, a better business correspondent, to live a fuller life. Right here let me say that this is not an arraignment of fiction and light reading. Fiction, especially if it aspires to the class of literature, is absolutely necessary to a well founded life.

But you must acknowledge, we don't (unless we are authors) earn our daily bread by it, we don't bring up children by it, and therefore why make it occupy space out of all proportion on your shelves? You say there is no demand for anything but fiction and a few well advertised books of the non-fiction group. Of course notmost of your townspeople don't know what a few books a year referred to again and again would mean to them, and the others who do know would never in their wildest expectations hope to get such service from their local bookstore. Did the advertisers of chewing gum wait for the public to clamor for their goods? You can make your stock even more of a necessity!

There will be no sudden demand for

your wares; people have too long been able to get along without them. It's up to you to create the demand and put that book or two right under the nose, so to speak, of the person who needs it. (And they do need it, you know it.) How are you going to get it under their noses?

Sell Some Books To All Your Townsmen.

It's a very small town that does not have its Chamber of Commerce, Rotary Club, Merchants Association, etc. Get the secretary to let you have a small exhibit of indispensable business men's books at a general meeting. In the same way, display a few books vital to the teaching profession at the Teachers' Association meeting, a few books on current problems at the Saturday Night Debating Club, a few along the lines of children's health, education, moral guidance at the mothers' clubs, parent teachers association, still another lot at the ministers association, civic association, literary clubs, garden clubs, etc. In each case be sure to have a few good reviews of the books displayed, and the books will sell themselves.

People will thank you for bringing these books to their attention. You know how helpless most people are when they do finally wander into a bookstore. And then, think of catching all those who do not wander in, a considerable number! should be no need of carrying a large stock of these books—if a customer is genuinely interested in a book and it is not a mere whim on his part craving immediate satisfaction, he will wait a couple of days while you send for it. You as a professional bookseller and not merely a passive vender of printed matter, have an invaluable opportunity for free advertising. butcher must pay for his advertising, he cannot display his choice cuts before even the Merchant's Association.

Thus, instead of trying to sell all the new books to a few good customers, you will change your emphasis and sell some books to all your townspeople. As time goes on and you have developed your trade, you can afford to stock heavier on these necessity books. All this takes time and hard work. But what big business was ever developed on passive lines and by little or no advertising?

The reputation of being only purveyors of leisure time reading will continue to keep a strangle hold on the bookselling business until the bookstores realize that they are killing their chances of becoming a downright necessity in their communities.

Macmillan's Erecting Handsome New Building

THE ground was broken on February
26th for a new building for The Macmillan Company on the splendid location which the firm purchased some years
ago at the northwest corner of Fifth Ave-

Twelfth nue and This plot, Street. with fine exposure to the south, kept open by the Presbyterian Church seems an ideal location for publishing, and the erection of this building will fix that district as one of the important publishing centers of the city. The Ginn building is on the next corner north, Longman and Dodge are across the street and Baker Taylor is moving there next year.

The lot has frontage on Fifth Avenue of 103 feet and depth of 125 feet, and the building, which will be ready by the first of the coming year, is not only carefully planned for publishing purposes but is most impressive in The appearance. architect is Mr. Lamb of Carrere & Hastings, Shreve & Lamb, the famous firm to whom New York owes many of its most beautiful public buildings. The structure is planned for eight stories, but with steel strength to support twelve when

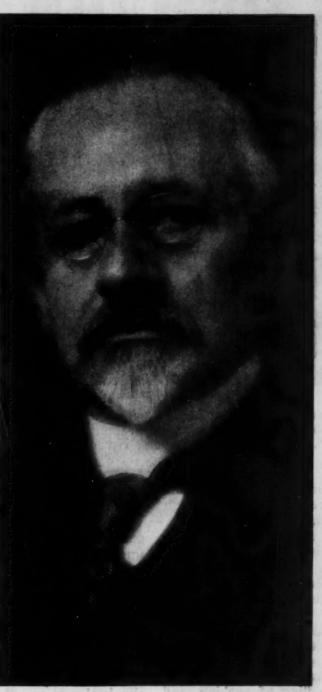
needed, and the entire floor space of about 100,000 square feet will be used for the Macmillan business.

On the Fifth Avenue front, one finds a beautiful doorway leading into a finely decorated foyer, with a broad staircase leading up. This is the main entrance, and from it elevators go up for the editorial and business offices. At the right from this foyer is the bookshop, which has two good display windows on the street. To the north

end of the building is a second entrance, which will be used for employees, with a passage to elevators in the rear. This entrance is also to be used by the city list boys who will be served on the ground floor with stock brought down on dumb waiters from the stockroom on the fifth floor, these elevators also serving the bookshop.

The first floor has twelve office rooms running to the corner of Twelfth Street and thence to the rear. At the rear of the Twelfth Street front there enters a drive-way, which broadens out immediately to large area for handling trucks which can back up to a broad freight platform. Underneath this area are the coal scuttles, making easy the handling of the heating problems. At the north end of the platform a large freight elevator, 9 x 10 in size and capable of handling a whole truck's load of books, rises to the top of the building. Immedi-

ately in front of this is a steel gravity shute, with two deliveries, one for express boxes and one for mail packages. The former will hold the largest book box used for ordinary shipments. Down the same shutes will come also the mail-bags. This gravity



GEORGE P. BRETT, PRESIDENT OF THE MACMILLAN CO.



Carrere and Hastings, Shreve and Lamb, Architects

THE FIFTH AVENUE FRONT OF THE NEW MACMILLAN BUILDING, NOW UNDER CONSTRUCTION. THE ENTIRE SPACE IS TO BE USED FOR THEIR BUSINESS, THREE FLOORS OF OFFICES, FIVE OF STOCK AND SHIPPING

handling is an important development and at the top leads directly from the fourth floor, where the packing is done.

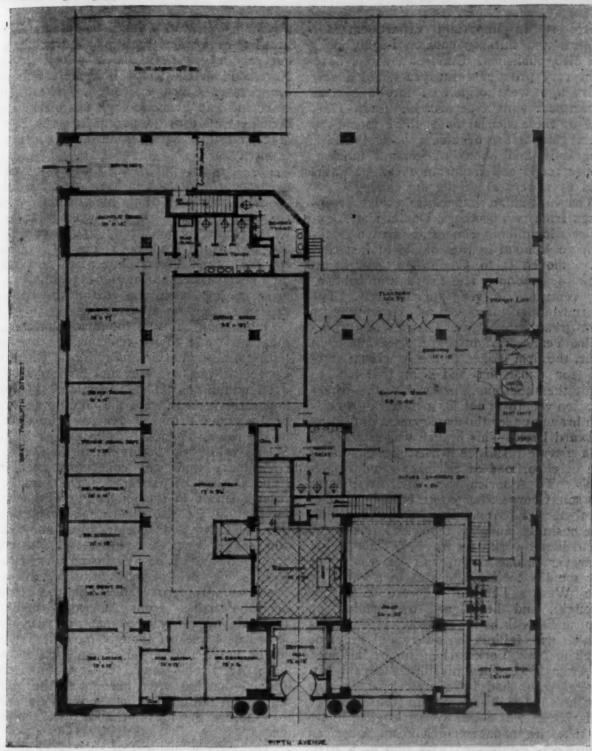
The second floor is entirely devoted to offices, and the corner office is that of the president, George P. Brett. On this floor, also, is to be a handsome Board room and a large library, located in the center of the building. The fine stairways and foyers are continued from the lower floor up into the third floor, where large general offices for staff work are located.

The fourth floor has been most carefully laid out for the handling of packing, and experts have been called in to make a special study of this feature. Books which have been laid out on the fifth floor in the general stockroom come down in baskets by gravity and pass along in front of long lines of wrapping counters. Here they are removed and put into express bundles, and, when wrapped, are immediately put in a second conveyor which carries them to the

gravity shute to the ground floor. Mail packages come by a different set of conveyors, and, when wrapped, are put into mail-bags and sent down for shipping. From this floor also, go the packing cases in their own shute.

On the fifth floor is the main stockroom, where all orders are laid out and where everything is arranged systematically for the quick handling of business. From here go the baskets to the shipping room below, and from here go the dumb-waiters down to the delivery room of the list boys and the bookstore on the ground floor. This big clearing house for stock is in turn fed from the three upper floors, which are for quantity stock and general storage. There is also a large basement for storage.

The Macmillan Company took over this property when it was the site of the Thomas Fortune Ryan house, and very careful thought has been given to the exact adaptation of the possibilities to publishing.



Carrere and Hastings, Shreve and Lamb, Architects
GROUND FLOOR OF THE MACMILLAN BUILDING, 103 FOOT FRONTAGE, 125 FOOT DEPTH.
MR. BRETT'S RESIDENCE IS THE PLOT TO THE REAR. THE CENTRAL STAIRS RISE THRU
THREE OFFICE FLOORS

The new Macmillan building at Twelfth Street and Fifth Avenue will serve not only as business headquarters for the largest exclusively book publishing business in the United States, but also as a dignified architectural monument to a great publishing name and to a great publishing personality.

Perhaps, however, the real monument to the house of Macmillan and to the name of George Platt Brett, upbuilder of the American house, is the great catalog showing nearly 10,000 active titles, with new books being added by American publishing and by importation at the rate of about two a day. The scope of the firm's publishing seems all inclusive, with scarcely a field into which it has not entered.

More than half of the business is textbooks, with an outstanding list in college, technical and pedagogical fields, as well as in books for the grade schools. The department of religious books has been rapidly increasing the last few years, supplemented by a department for Sunday School books. There is an important department for medical and nursing books. Legal books are also published. Children's books have been very prominent for years, and a few years ago were organized into a special department with a department head. Outside of these special fields there looms the great general list of fiction, poetry, travel, biography and books of general interest, whose scope and importance can be gathered by a perusal of the big catalog.

The Macmillan imprint takes its beginnings from two brothers, Daniel and Alexander Macmillan, who established a bookshop in London in the middle of last century, moved it to Cambridge, and again back to London. The firm's first publishing venture was, very appropriately, "The Friendship of Books," by Maurice. Its first great success was Charles Kingsley's "Two Years Ago" in 1857. After the Civil War, the firm looked to the American market for expansion and sent travelers to study the situation. The result of this investigation was to establish, in 1869, an American branch under the management of George Edward Brett. This branch was established in a private residence in Bleecker Street, in the neighborhood of Scribner's and Apple-To America with Mr. Brett came his son, George Platt Brett, born in London in 1858. The young Brett came early into the business, and, by 1876, was trying his hand at the work of a traveler. His health, however, broke down, and he was given six months to live and sent to a ranch in The cattle were killed by the West. drought, and he turned to farming on the ranch, with better success. His father's health was failing, however, and he came back to New York to help in the business.

After 1886, when his illness began, Mr. Brett senior had little active part in the business. On his death, in 1891, George Platt Brett was asked by the English house to take the management, and an American house was established with him as a partner. In 1896, on the death of the last of the original Macmillans, two companies were organized, Macmillan & Company, Ltd., of London, and The Macmillan Company of America, with Brett as president of the American corporation. The businesses are managed separately.

The growth of the American house as a publishing enterprise, rather than an agency, begins from this point, and these last thirty years are the record of an extraordinarily disciplined, acute and far-visioned intelligence being applied to the upbuilding of a publishing business now valued at nearly \$10,000,000 and erecting for itself and need-

ing for its business a \$1,000,000 plant. The firm has never done its own manufacturing, but very largely uses The Norwood Press, Norwood, Mass. It has built up extensive branches in Chicago, Boston, Dallas, Atlanta and San Francisco. It has marketing arrangements thru the parent house in England and thru agencies in many foreign countries.

The detailed publishing history of the firm would be a book in itself, and the outstanding character of its publications, with constant insistence on the books that are worth while, is uniformly appreciated by the book-trade and book buyers of the country. Book lovers have often said that they never expect to see the Macmillan imprint on any book, the reason for whose existence seems at all doubtful.

Outstanding among the many successes that the trade easily remembers was the selling of a quarter million of "Richard Carvel" in the first year and three-quarters of a million of "The Virginian." important records were the continuing sale of the novels of F. Marion Crawford, of the works of Jack London and of H. G. Wells, whose sales culminated in the extraordinary and still continuing sale of "The Outline of History." The firm has been a leader in the publishing of poetry, having on its list Browning, Tennyson, Arnold, Hardy, Masefield, Noyes and Gibson among English writers, and Masters, Robinson and Lindsay among American leaders. The field of scholarship has always been strongly represented, and the representative names from American intellectual life are very prominent on the list. When new lines of thought have developed in the intellectual world of America, it has been Mr. Brett's sensitiveness to new tendencies that has often brought to the Macmillan list the outstanding book on the subject before the movement was well under

To handle a business of such large financial magnitude, to make publishing decisions of such great extent and diverse character, has required extraordinary concentration and the ability for quick and accurate decisions. To accomplish this, Mr. Brett has withdrawn himself very largely from other fields than his publishing and has had his city home at II West Twelfth Street, immediately in the rear of the new building. When, however, a great trade issue has arisen, such as the net price controversy in the first of the century, Mr. Brett has given freely of his energy and time in meeting the crisis. Clarence Wolcott of Syracuse, former president of the American Booksellers' Association, tells of being called on long distance telephone by Mr. Brett with urgent suggestion to come to New York at once for conference on the crisis of new price-cutting that was threatening the city.

Mr. Brett has several times contributed to the press, and an article of his in the Atlantic some years ago entitled "Book Publishing and Its Present Tendencies" was a keen analysis of publishing conditions that was read by everyone interested in books and in publishing progress. The same magazine, in its current number of March, has given evidence of Mr. Brett's private hobby, the love of evergreens, whose propagation and development he has studied in detail at a big farm in Connecticut.

For the front page of a book which the house sends out to its authors there has always been appropriately printed this very discerning estimate of the publisher's function written three centuries ago by George Wither. Its reprinting seems appropriate at the dedication of this new building.

"An honest Stationer (or Publisher) is he, that exercizeth his Mystery (vuhether it be in printing, bynding or selling of Bookes) with more respect to the glory of God & the publike advantage than to his ovene Commodity & is both an ornament & a profitable member in the civill Commonwealth. . . . If he be a Printer he makes conscience to exemplefy his Coppy fayrely & truly. If he be a Booke-bynder, he is no meere Bookseller (that is) one vvho selleth meerely ynck & paper bundled up together for his ovene advantage only: but he is a Chapman of Arts, of vvisdome, & of much experience for a little money. . . The reputation of Scholler is as deare unto him as his owne: For, he acknowledgeth that from them his Mystery had both beginning and means of continuance. He heartely loues & seekes the Prosperity of his ovvne Corporation: Yet he would not iniure the Universityes to advantage it. In a vvord, he is such a man that the State ought to cherish him; Schollers to love him, good Customers to frequent his shopp; and the vehole Company of Stationers to pray for him."

HUMPHREY MILFORD, the English publisher, has announced an edition of Herman Melville's "White Jacket" with an introduction by Carl van Doren. A new edition of "The Autobiography of Benjamin Franklin" will have an introduction by John Bigelow.

Favorite Books of the Century

THE final counting of the titles voted for in the International Book Review's country-wide poll for the "best" books published since 1900 reveals the popular reading preferences of the nation. From time to time the Publishers' Weekly has reported the progress of the voting but the close of the contest brings out a list very different from the ones indicated by early votes.

The books receiving the greatest number

of votes were:

The Outline of History. H. G. Wells. Four Horsemen of the Apocalypse. V. Blasco Ibáñez.

If Winter Comes. A. S. M. Hutchinson. Americanization of Edward Bok. Edward

The Life of Christ. Giovanni Papini. The Crisis. Winston Churchill.

Short Stories. O. Henry.

The Virginian. Owen Wister. Life and Letters of Walter H. Page.

Burton J. Hendrick.
The Mind in the Making. James Harvey
Robinson.

Because many authors had several books of nearly equal popularity the vote was so split between their various works that none obtained a place among the first ten. An accounting by authors lists the following as the most popular:

the most popular:
H. G. Wells.
V. Blasco Ibáñez.
A. S. M. Hutchinson.
Winston Churchill.
Edward Bok.
Giovanni Papini.
Booth Tarkington.
Joseph Conrad.
John Galsworthy.
Sinclair Lewis.

There were 1,753 votes cast. The final list represents the choice of readers in every state, with some voters living as far away as Cuba and the Canal Zone.

For the Headline Prize

I F there is such a thing as a headline prize, the award for 1924 ought to go to the New Republic. The magazine quotes Gene Stratton-Porter as saying: "Personally, it is difficult for me to understand why characters that would not be admitted into a home or a family circle in person on any consideration should be allowed to come there between the covers of a book."

And the headline which the New Republic supplies is: "Mary, if Mr. Falstaff Calls To-Day, I'm Not at Home."—New York World.

THE Publishers' Weekly The American BOOK TRADE JOURNAL

Founded by F. Leypoldt

March 15, 1924

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

Classifying Displays

A LTHO every bookseller must frequently move his displays in order to keep the store fresh and interesting, everyone has probably found that, by keeping the same types of books together generally, more extra sales are made than by mixing all varieties together. The person looking for fiction moves from pile to pile expecting all books to be fiction; the same with current books of general character, children's books, etc. The American News Trade Journal suggests the following classifications for the use of smaller dealers:

I. Recent books of information.

2. Books of reference and popular classics.

3. Books for boys and girls.

4. Recent reprints of popular novels.

5. Latest fiction and short stories.

Its suggestion as to the types of books in the field of general information that a small dealer could profitably handle are very interesting from the point of view of the general bookseller or publisher. The editor suggests that books of general information cover at least nine different groups of subjects:

1. Success, personal problems and psychology.

- World affairs, politics and economics.
 Social service, religion and philosophy.
- 4. Sex, love and family problems.
- Popular science and education.
 Business, vocations and money-making.
 - Sports, pastimes and hobbies.
 Biography, history and travel.

9. Poetry, drama, essays and humor.

If every bookseller would serve his community well in those varied fields or would carry some representative books when the demand was running, the small bookseller would be very likely to be a larger bookseller soon. The work that the American News Company is doing thru this journal gives practical help to the new bookseller or the one carrying books and magazines, and is one of the most constructive efforts now being carried on in the book field.

Display Garden Books

THE week of April 20th-26th will provide the bookseller who displays garden books, with much general promotion for his material thru the activities of the General Federation of Women's Clubs. Mrs. John D. Sherman, chairman of the Department of Applied Education of the Federation, has announced that President Coolidge and Secretary Hoover have both endorsed Garden Week on those dates, and the Bureau of Education has asked schools to emphasize this work in their study on Wednesday, the 23rd.

The program of the Women's Clubs will be backed up thru the churches and thru motion pictures, and, on Friday, the 25th, there will be a tree day program, with the cooperation of the American Tree Associa-

tion.

Selling the College Community

THE bookshops that serve college and university centers are finding changes in the direction of public reading just as do the bookstores in business centers. The amount of miscellaneous reading in all branches of literature is greatly increasing, and more and more the students are finding ways to supplement their textbook reading

by general library development.

One of the large and prosperous stores of the university type is the one at Columbia University established in the Journalism Building, Alfred Hartog, manager. In a study made for the Publishers' Weekly of his last two months of the year, Mr. Hartog finds that the best selling fiction in his store was Conrad's "Rover," Cather's Lady," Bellah's "Sketch Book," Cabell's "High Place," Hurst's "Lummox." In poetry, there was a brisk demand for Frost's "New Hampshire," also for John Erskine's "Collected Poems," (Mr. Erskine being one of the most popular professors at Morningside Heights) for the anthologies of Untermeyer and the poetry of Edna St. Vincent Millay. In the field of biography, Bok still leads, with Pupin's "Immigrant to Inventor" a good second. In science, "The Humanizing of Knowledge" by Professor J. Harvey Robinson had a rapid sale, followed by Havelock Ellis's "The Dance of Life."

Mr. Hartog believes that the increase which various members of the College Bookstore Association are reporting in the sale of general books is due very largely to the display that is being given them in the stores, where formerly they were not considered active merchandise and were kept back on the shelves.

Bookselling Course Popular

THE registration for the course in book-selling at the College of the City of New York has now reached 112, with average attendance of over 100. This is an extraordinary testimony to the interest in the subject and to the popularity of the lecturer. Temple Scott has given months of special preparation, after a lifetime of book-trade activity, and he has a personality and forcefulness that puts the subjects in a vivid way before the audience. If half that number had registered and attended, it would have been considered a very successful project, but its sponsor, the National Association of Book Publishers, by such an attendance as this, believes that the optimists are having their day in bookselling.

At a recent meeting, Mr. Scott devoted the whole two hours to bookstore records, and made this highly important subject as interesting as the contents of books themsevles. That the course must be repeated seems inevitable, if Mr. Scott can be persuaded to conduct it, and it is hoped the material will be put in shape for use in other cities. The impulse here started must not be allowed to stop, and will not stop until widespread progress in bookselling training is made thruout the country.

The Literature of Music

B OOKSELLERS who put on display the literature of music during the first week in May will find themselves getting the benefit of a very large promotion program of the National Music Week Committee. President Coolidge has accepted the chairmanship of the honorary committee promoting the campaign, and there has been cooperation promised from various important national groups. The honorary committee includes the governors of thirty-four states and three territories. So far, four hundred cities and towns have signified their interest in the effort, and a pamphlet on the "Organization of Local Music Weeks" can be obtained free from the National Music Week Committee, 105 West 40th Street, New York City.

Convention Accommodations

M ISS WALKER, the secretary of the Booksellers' Association, has pointed out in her announcements a fact which must be continuously reiterated, i. e., New York is going to be crowded in May, and, if a large number of the booksellers are to be accommodated in the Hotel Commodore, which offers such good facilities and accommodations, reservations must be made at the earliest possible moment. Booksellers who are planning to come should note the rates and write at once.

It will also be very important that everyone get a Convention certificate when he starts for New York. Only by gathering up 250 of these at the Convention can the discount on the return be obtained. This cannot be too often emphasized or too clearly explained. When a delegate starts for the Convention and buys his ticket to New York, he should ask for a Convention certificate, even if he is coming only 25 miles. The ticket office will have a list of all conventions, and, when told which convention the party is going to, will verify the dates in his book and then give a convention certificate. This certificate is to be presented at the Convention to the railroad's agent. If 250 of these certificates are presented, everyone who has one will have it stamped and can get a half rate on his return trip. He can only get the half rate by going back on the same route, but, whether he goes back on the same route or not, his certificate will help make the 250 that will give other people the benefit of this important reduction. Delegates are continually forgetting this last point. Their carelessness prevents others from getting a very much needed help on the cost of the trip.

Harvard Admission Rules Favor Classics

A NNOUNCEMENT has been made by the Committee on Admission at Harvard that no freshmen will be allowed to enter with conditions. Next year's freshman class will be limited to 1,000 students.

A new regulation states that no candidate whose native language is English will be admitted unless his English composition work is passable.

The importance of the classics receives recognition in the ruling that a candidate offering both Greek and Latin shall not be required to present a modern language for admission.

Booksellers Launch Membership Drive

SPECIAL Committee on Membership of the American Bookseller's Association has launched a drive for increased membership, under the energetic leadership of Stanley G. Remington of the Norman, Remington Company, Baltimore. The Association has sent its statement to all booksellers, pointing out the advantages of being part of "an influential organization one that is doing helpful things.

"The American Booksellers' Association," the statement goes on to say, "is big-progressive-influential-we want to make it

more so.

"The recent conventions have discussed topics and measures benefiting every bookseller in America, whether members or not. But no real man wants to take all and give nothing. That is why every bookseller is invited to become an active member.

"We want a membership of one thousand to stand back of the officers and help solve

your problems.

"Attend the Convention in New York, May 12th-15th, at the Hotel Commodore and cash in on the membership.

WHAT HAS BEEN DONE

"These six hundred members," states the circular, "have fought for and established a net system.

"Brought about larger discount.

"Created closer cooperation between publisher and bookseller.

"Stimulated bookselling by bringing the books more prominently into the public eye.

"Six hundred active members invite you to come in with them. They want you, as a bookseller, to join in their efforts for betterment; to enjoy their privileges; to share with them in the things that count in this important business of bookselling. You are in the book business for one purpose only-to sell more books. No man knows all there is to be known about bookselling. We need you. You need us! Then join with us and learn more—and in the learning give of what you know. This is real cooperation—and that is what the American Booksellers' Association stands for.

"Here's the tentative program for 1024:

Paid executive who will devote entire time to work of Association.

Monthly trade bulletin.

A department of freight rates, etc. Price standardization.

Advertising window and store display advice. Catalogs and book lists distribution by co-

operative methods.

Bureau for exchange of ideas.

Bureau of Help Wanted.

Bulletin of Dealer's Overstocks.

"With 1000 members, these and other things can be done."

STANLEY G. REMINGTON, Chairman THE NORMAN, REMINGTON Co. Charles Street at Mulberry, BALTIMORE, MD.

Dear Sir:

hereby make application for membership in THE AMERICAN BOOK-SELLERS ASSOCIATION and in close check for \$___for dues for 1924.

Check to be made payable to John G. Kidd, Treasurer

Name_ Firm Name_ Address.

☐ Associate Membership ☐ Membership

The Annual Membership Dues are Ten Dollars per year.

The Annual Dues are Five Dollars per year for Associate Membership.

Bringing Books to Guilford

By Andrew Millar

THE tranquility and boredom asso-

is entirely lacking in the daily life of

one endeavoring to establish a book-

store. With his shop scarcely a week old, Paul Traynor has narrowly escaped between the horns of numer-

ous dilemmas and the manoeuvering of

his craft between Scylla and Charybdis

Drug store competition, the diffi-

culty of beguiling patrons into taking

the books they have ordered, and ad-

vertising complexities are but a few

of the hourly problems which have

made the days pass quickly. Now, in

accordance with the best literary and

meteorological traditions, the clouds,

at least, temporarily, roll by.

has taxed his youthful skill.

ciated with existence in small cities

AUL'S useful book window proved to be a ten strike. people in the world who will seldom, perhaps never, read a book for pleasure or even for abstract instruction. If the bookstore is to get any support from such people, it is thru the medium of books that serve a direct

purpose.

Paul gave a great deal of thought to the construction of window and what also to contain. should Paul's first idea had been to call his display a Useful Book Window, but more consideration led him to change this to "Books For the Home." This ruled out any technical books but he felt that these could be featured better by themselves at a later time when his stock of such items became more formid-able. He felt that

the home appeal was a very strong one and this in practice proved to be the case. What book is the first essential in the home? Paul asked himself this question. Why, the Bible, of course. So very prominently in his lay-out, Paul planned for a showing of Bibles, with price tags on some of them. Could anyone take a census of the matter, it would no doubt be astonishing to find what a large proportion of homes offered prospects as Bible pur-chasers. Next to the Bible what was the one book that every home ought to have? A dictionary, of course. Paul's survey of the book stock carried by Leffer and by Mocklin's had revealed that nowhere in Guilford was a dictionary obtainable selling at a higher price than \$1.75. No doubt subscription agents had made some sales but the town was full of good prospects for the better-grade dictionaries. Paul determined that a little later on, he would put in a

week on a dictionary campaign, CHAPTER XX going to see his prospects per-There are a great many Using the Home Appeal sonally. For the time being, he arranged a strong showing of his dictionaries in his home book window.

With this he used a small card prepared by Burton which read: "Every home needs a good dictionary." With Mrs. Cantry, he

carefully planned the way they would go about selling both Bibles and dictionaries. books are of the sort that need not be purchased very often. For this reason, a quality appeal is usually well re-ceived by the customer.

"I think we can easily sell a good Bible or a good dictionary even when the customer entered with the intention of buying something cheap, Paul observed.

What other books ought to go into the home window? What do people do

when they are not reading? One of the things they do is to play cards. Paul smiled a little at the thought of the juxtoposition of card game rules and Bibles in the same display, but as he knew that Mr. Forthright, on occasion, enjoyed a rubber of bridge and was a formidable opponent, he thought he might safely include a display of Hoyle. It brought excellent results. Then, of course, a cook-book for the culinary department is a vital part of every home and many an otherwise happy household has been wrecked because the lady of the house failed in this important point. This proved to be one of the most effective features of the display and before the week was out, Paul had sold his entire stock of cook-books and had sent off a hasty reorder. Then there were books on etiquette, books on home furnishing and decoration, books on candy-making, books on music, books on radio, and a dozen volumes on

various phases of home life. Paul realized that his somewhat small stock did not allow him fully to exhaust the possibilities of the Home Book window and he set the second week in January for another display, by which time he hoped to have opportunity

to exhibit a far wider selection.

We can sell books on topics that otherwise we would never get a call for," Paul told Mrs. Cantry and she agreed with him. The appeal of the home is a strong one and Guilford was largely a town of single homes, the apartments not as yet being numerous or popular. The first day's sales covering books shown in the display totalled \$34.50, and the complete sales of the day reached \$75.20, an unusually good showing. Paul was, however, disappointed in one regard. He had sold a number of low-priced dictionaries and Bibles but had made only one sale of either at five dollars or over, this being a fine Teacher's Bible. After the store closed, he went over the matter with Mrs. Cantry.

"We aren't working it right some way," he told her. "We sold eight Bibles and dictionaries and only got one decent sale in the lot. I tried hard to persuade each customer to buy something better and I failed in every case. You did sell a good Bible."

"I can't claim any credit for that," said Mrs. Cantry, "because the customer said right off that she wanted a high-grade Bible. Do you know what I think is the matter, Mr. Traynor?"

"No. I don't."

"Well, we have been altogether too general. We have indulged in glittering generalities. Will you forgive me for being very frank?"
"Go to it."

"I observed your selling talk to one man quite closely-and I think men are easy to sell on quality. He wanted a dictionary for the house, mainly, he said for his children to use. You made the quality appeal—told him how advisable it was to buy a good dictionary: he wouldn't need to buy another for years, the best is none too good for the children, and so forth. But when you got all thru he pointed to the dollar dictionary and said, "I guess that's good enough for the kids." You didn't have any answer for that. You told him he ought to buy something better but you didn't show him why. We aren't very busy. We can afford to take time to sell dictionaries and to sell them right. Can't we have a little friendly rivalry. Suppose to-morrow I wait on all the Bible customers and you wait on all the dictionary customers, except, of course, during the lunch hour. The next day we will reverse the order. And we will demonstrate to each customer just why the more expensive book is a better purchase. Now, with dictionaries, ask your prospect to name a word, show him the definition given in each dictionary. Do this with four or five words. That might make your point. Maybe the cheaper book won't have the word at all.

You're right, Mrs. Cantry," said Paul, "we have been too general. Another thing I noticed. The customers didn't get a real good chance to examine the books. I am going to fix up a little table and a chair so that the customer can inspect the books

at his leisure."

The new plan worked out splendidly, and the next day's sales showed a much better percentage of higher-priced Bibles and dictionaries. Before he went home the evening before, Paul had put in an hour's work learning for himself the desirable qualities in dictionaries and Bibles. In the morning he said to Mrs. Cantry:

"It all comes back to the same question of knowing your goods. Knowledge may not be power in this case but it certainly is

the secret of good salesmanship."

Paul had gone very cautiously in the matter of spending money in newspaper advertising, but he did run a ten-inch advertisement, five inches by two columns in the interest of his books for the home campaign. He started by making a brief appeal regarding the value of books in making home life more successful and then listed most of the volumes which were in There was little chance to his display. check the actual results accomplished by the ad, but as the week as a whole was successful, Paul felt that he might fairly attribute a little of this to publicity.

Checking back after the week was over, Paul found that dictionaries had shown the best results; cook-books, second; and Bibles, third, but he had not failed to sell at least one book on every topic included. drive made it immediately necessary to reorder a good many items for stock. several weeks thereafter Paul maintained a table display of these books for the home, thus profiting by the momentum of the

drive.

During the third week of business Paul noticed a quiet little man, presumably about forty years of age, browsing among the books. Paul had addressed him and the little man had responded politely but briefly. Every day that week he came into the store and looked around, picking up a book now and then and scanning a few pages. He did make one or two purchases and placed an order for two books that were out of stock. In this way Paul learned that the quiet man's name was Roger Drossin. He did not invite special attention and did not seem to care to have books recommended, preferring to look over the stock in his own way. Paul inquired from one or two members of the New Idea Club, but neither had ever heard of Mr. Drossin before.

It was therefore with considerable surprise that Paul saw his friend Margaret Pelham in the company of Mr. Drossin one evening. The two were leaving Philharmonic Hall where a concert had been given and Paul on his way home from some Y. M. C. A. work happened to be passing. In spite of his hard work, Paul found time to call on Margaret Pelham rather frequently and to a certain extent he regarded her as "his girl." The presence of a possible rival filled him with consternation, as is apt to be the case with those of his age.

(To Be Continued.)

Organizing and Stocking a Bookshop

Fifth Lecture in Bookselling Course Advocates Balanced Development of Departments

TEMPLE SCOTT'S course in retail bookselling at the College of the City of New York continued to deal this week with the practical business of bookselling. Last week's address concerned the necessity for careful handling of the financial end of the business—monthly statements, the selling record of each book, the "writing off" of depreciation.

The proprietor of a new shop is usually more interested in and better informed about one class of books than the others. This is inevitable, as he can not know each type intimately or be equally enthusiastic about all the many subjects represented in his stock. There is a very real danger for the bookseller in this fact.

Very few bookstores, and those only in the larger cities, can make a success of specializing in one class of books. A shop devoted to one class of literature demands a knowledge of the field much greater than that indicated by merely a taste for such literature. A further handicap is that a much longer period is needed for a special shop to build up a clientele large enough to show a profit.

Altho the new bookseller may have no intention of specializing this may come about quite unexpectedly. A larger stock of one sort of books, a greater interest in them, and the store soon has the reputation of dealing mainly in that class of literature. The result is that many potential customers are lost because the shop is associated in their minds with only the leading department.

The proprietor can not be an authority on all departments. When a clerk shows particular ability and interest in a department he should be given full charge of it. He should have his separate mailing list with the individual preferences of the customers listed. That clerk will know which members of the community will want new books dealing with their hobbies. He will know thoroly his subject and know how forcibly to word the appeal. He will become a fellow enthusiast to each customer.

If the proprietor attempts to handle each department he becomes lost in all and efficient in none. The proprietor must attend to the general business end, must supervise each department, back up the enthusiasms of department heads, and be the store's executive. He must not neglect the whole complex business of bookselling for the sake of developing one line.

There are a great number of departments in a bookshop. Until the shop is well established and doing a large business each of these departments can not have a separate force or even absorb the whole time of one salesman. Until the shop can afford a force for each department one salesman must cover two or more groups. If possible these groups should be related or supplementary.

The natural departments which a bookstore calls for are:

Fiction
History
Biography
Travel
Politics and Economics
Poetry and Drama
Literature
Religion

Sports
Standard Sets
Fine Bindings
Reference
Juvenile

It is obviously impossible for a new shop to carry a complete stock in each of these divisions. The departments must be built up gradually. None can be neglected. A careful study of the possibilities of the community, well-laid promotion plans, and constructive work by the department manager is necessary to make all the potential sales.

Mr. Scott emphasized particularly the need of proportioning the proper space to each department. Each class of book takes up space for which rent is paid. If the books do not sell rapidly enough the rent eats up all the profit. A chart of the space in the shop should be drawn. The space used by each department is entered on the chart. When the monthly sales totals are

completed the department items are compared with the space occupied by each department. They should be proportionate. If "history" occupies more space than "biography" and the "history" sales are less than the "biography" sales something is wrong. If each department is well handled then the "history" space should be lessened and more room given to "biography."

The bookseller should not become excited about the books that sell themselves. The books that do not sell are the ones to lose sleep over. The bookseller knows the books can be sold. It is his duty to think of means of doing it. If he has bought properly there is a real market for the books. It is up to him to discover it—or make it. If after every effort has been made the books must be sold for what they will bring, a prompt sacrifice is better than paying rent to carry books which will ultimately mean a loss.

Good Book Making

NE of the encouraging things about the product of the past season has been the number of publishers that have issued trade volumes showing real taste and care. Printing exhibits now being widely extended still lay chief emphasis on the privately printed book on hand-made paper, evolved under special conditions, but the volume made under general trade conditions and often for general sale has its special problems, and gradually the lessons learned from private efforts will be applied successfully to general product, and this is already happening. It would seem not inappropriate that by another season there should be an exhibit, under some auspices, of purely trade books, books in which the problems of manufacture have been faced on the basis which confronts the general publishers.

A volume such as Batchelder's "Bits of Harvard History," just published by Oxford University Press, would be a fair entry for such an exhibit, a book with a delightful type page, footnotes and front matter handled admirably, and appropriately bound. Typical of the Yale University Press product would be "Library Bypaths of the Renaissance" by Thompson, a simple but appropriate octavo, with good margin, good title-page and appropriate binding. Harper's have been taking great pains with their books recently, and an example of good octavo of a book of first-rate im-

portance is "Erasmus" by Preserved Smith. Most of the books of Marshall Jones Company are finely planned, such as Martha Shannon's "Boston Days of William Morris Hunt." As an example of how half-tone pictures can be given distinction and harmony with the text, this book is of especial value. Marshall Jones, too, has provided one of the best specimens of poetry printing that the season has seen in Morris Gray's "The City's Voice." The type page is a model of what a volume of lyrics can be, and the binding very successful indeed. A privately printed book, but a most beautiful example of the best book-making of D. B. Updike, is "Glimpses of an Old Social Capital" by Mary Cochran Rogers, printed in Boston for subscribers. This book is a little 8vo bound in half cloth, and it deserves a place in any exhibit of good bookmaking. These books mentioned are selected rather at random from volumes in the past few months, and a survey of the general trade production would add many more indications of the conscientious work that is being produced.

Brentano's are producing books of real distinction, as for instance, Gerald Cumberland's book, "Written in Friendship."

A. A. Knopf has made an interesting octavo of "Plutarch Lied" by Jean de Pierrefeu. The paper selected makes it a particularly pleasing book to handle. The cover design is one of the geometrical kind

which Claude Bragdon has designed for

Mr. Knopf.

A little Scribner volume of short stories by Ethel Train called "Son and Other Stories" shows good versatility on the part of the Scribner manufacturing department, as the volume is one that is most appropriate to the text and flows thru the hand as pleasantly as a good book should. Scribner also supplies a good example of half cloth binding in "An Intimate Portrait of R. L. S." by Osborne, with a color combination of real beauty.

Mr. Huebsch's consistently good use of Caslon is shown in a businesslike octavo, "Mexico" by Carleton Beals, a sound book without frills.

Macmillan Company has had several experiments in good book-making in fiction, especially in such books as "Maria Chapdelaine" and the "Journal of Marie Leneru," one of the most delightful 12mos of last year. The firm's new spring book, "Donna Lisa" by Wilfranc Hubbard, bound in pebbled black cloth, with the presswork of Little & Ives, is very good.

Several times recently there has been mention of the value of stained book tops to supply dust protection for the owners, and a good many books are appearing with that feature. Boni & Liveright, in making a handsome octavo of Waldo Frank's "Salvos," have used a black stain for the top, matching the red and black pattern in the board sides.

Many good models for American printing houses and for manufacturing men to study come in the imported books that are brought over in experimental quantities—such a book, for instance, as "Claw and Fang" by Ernest Glanville (Harcourt, Brace & Company), "The Lost Flute and Other Chinese Lyrics" (Brentano's), The Bedside Library, imported by Dutton, The Queen's Treasure Series (Harcourt, Brace & Company), a book on "Marcel Proust" (Thomas Selfzer). An English annual which all students of publishing in this country should follow carefully is "Penrose's Annual," now in its twenty-sixth year, handled in this country by the American Photographic Publishing Company of 428 Newbury Street, Boston. This bound volume includes extremely interesting and suggestive discussions on every phase of printing-type design, new processes of illustration and engraving and a great many fine examples of the best type and color work of the English presses. Such volumes will keep the American book-maker, who always follows his American periodicals carefully, cognizant of progress and

movements in the English field. Some of the interesting chapters are those on book jackets, on the renaissance of wood engraving, on the work of private presses and on offset.

Book Women Entertain

ONE of the most successful affairs of the present season was the annual dinner of the Women's National Book Association, held at the Hotel McAlpin, New York, on the evening March 6th.

The popularity of this association is undoubtedly growing, as in point of attendance it was the largest affair the Association has yet given, there being present over four hundred members and guests

prominent in the book-trade.

An interesting program was given, with Cosmo Hamilton, the well-known author and playwright acting as toastmaster. He introduced as speakers in turn George Gordon Battle, the eminent New York lawyer, Ruth Hale (Mrs. Heywood Broun), Ida Bently Judd, dramatic reader, and Mrs.

Elise West Quaife, lecturer.

Mrs. Quaife, on the general subject of "What Do Well-Dressed Women Read?", told of her many experiences before audiences of women, two thousand of whom she faces each week. What they are reading and what they like in literature proved especially interesting, it being pointed out that they have a distinct aversion for the so-called risqué book, and she gave some illustrations as to what, in their minds, came under this heading.

A musical program was rendered during the dinner, a one-act comedy was given after dinner, and dancing followed as a

finale.

Timely souvenirs, books and flowers, were distributed by Small, Maynard & Co., George H. Doran Co., The Bobbs-Merrill Co., Frederick A. Stokes & Co. and Grosset & Dunlap.

MARRANGEMENTS have been completed by Boni & Liveright for the publication in America of a limited collected edition of the works of Gustave Flaubert. Jonathan Cape of London will bring out the edition in England. Percy Lubbock will edit the work, arrange for all transactions in addition to any translation he may do, and will prepare all notes and introductions. Publication is planned for October.

¶¶"WILD ORANGES," based on Joseph Hergesheimer's novel, is being shown at the Capitol Theatre, New York.

Obituary

ORISON SWETT MARDEN, M.D.

ORISON SWETT MARDEN, M.D., founder and editor of the magazine Success and author of more than fifty books on inspirational subjects, died at the Clara Barton Hospital in Los Angeles on March 10th. Early in February he left his home in the east in search of health, but, soon after reaching California, his condition became so serious that several operations became necessary. Dr. Marden was born in Thornton, N. H., in 1850. Left an orphan as a small child, he had many years of poverty, but managed to work his way thru Boston University and later obtained a medical degree from Harvard. In 1897 he founded Success. In its pages and in many books he preached his philosophy, and gained a large number of readers here and abroad. The titles of some of his works are "Pushing to the Front," "Secret of Achieve-ment," "Choosing a Career," "An Iron Will," "Winning Out," "He Can Who Thinks He Can," and "Making Life a Masterpiece." In recent months he gave many talks over the radio. His "Bedtime Stories for Grown-Ups" has been broadcast every evening since last May by Station WBZ at Springfield, Mass.

WILLIAM F. LEE

WILLIAM F. LEE, one of the best known bookmen and publishers of the country, died in a Philadelphia hospital, after a brief illness, on March 7th. Born in Philadelphia in 1867, he entered the employ of the old firm of Porter & Coates when thirteen years of age, and was with them for about six years. He then went with A. J. Holman & Company, representing them successfully in all parts of the country for many years. In 1910, he became associated with the firm of Reilly & Britton, and in 1914 was made vice president. On the retirement of Sumner C. Britton, the firm name was changed to Reilly & Lee. Reilly & Lee made such an ideal combination one thinks of them as a single individual rather than as a firm. Their achievements in the book publishing business have been remarkable. When E. W. Reynolds was the publisher of Harold Bell Wright, Reilly & Lee were the distributors, and built selling campaigns for Wright's books that were notable for the staggering quantities sold. "Billy" Lee, as he was affectionately called, had a great capacity for friendship; his outstanding quality was loyalty. Young people especially interested him and would come to him for advice.

RICHARD W. BALLARD

RICHARD W. BALLARD, Secretary of Samuel Gabriel, Sons & Co., art publishers, died at his home in Stamford, Conn., on March 2nd. He was in his sixty-second year. He grew up in the house of E. P. Dutton & Co. and for a number of years represented them in important territory. In the late eighties, while still a young man, he went with the house of Raphael Tuck & Sons and later, when Sam Gabriel, manager of the American branch, started for himself, he joined forces with him as did several others of the Tuck staff.

John Hamilton Retires

AFTER a period of service of thirty-five years with the house of Thomas Nelson & Sons, John J. Hamilton, who has represented their line in the South for more than a generation, retires from active business. This announcement was the occasion of a complimentary luncheon at the Aldine Club on March 3rd attended by the heads of the various Nelson departments and at which the guest of honor was showered with evidences, both verbal and tangible, of the high esteem in which he is held by his associates. William Thomson, the president of the corporation, in presenting a check for a substantial amount, said it was indeed a pleasure to offer this token of appreciation and wished Mr. Hamilton long life and good health to enjoy the leisure he so faithfully earned. George Bockman on behalf of the staff members expressed their regards by presenting him with a handsome gold watch. The hero of the occasion. fairly overcome, in reply pledged himself a "continuous Nelson Man" to boost its record and follow its interests as a graduated salesman whenever occasion presented itself in the days to come.

Business Note

New York City.—Barse & Hopkins are announcing that they intend to extend the scope of their list and use their large Newark plant for greater production. To handle this, they have increased their editorial and promotion staffs, and the sales force will cover virtually every city of size in the United States and Canada. They plan to handle fiction, travel and general books while continuing their popular price gift books and children's books. Their announcement points to the fact that their sales promotion of Robert W. Service has brought the total sales of his books to over a million copies.

The Weekly Record of New Publications

HIS list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request. When not specified the binding is cloth.

Imprint date is stated [or best available date, preferably copyright date, in bracket] only when it differs from year of entry. Copyright date is stated only when it differs from imprint date: otherwise simply "c." No ascertainable date is designated thus: [n. d.]

Sizes are indicated as follows: F. (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D. (12mo: 20 cm.); S. (16mo; 17½ cm.); T. (24mo: 15 cm.); eq., obl., nar., designate square, oblong, narrow.

Allen, Lucy Grace

Choice recipes for clever cooks. 292p. il. O c. Bost., Little, Brown
Written for those who already know how to cook and who are seeking new dishes for their menus.

Allison, William

Memories of men and horses. 341p. il. O ['24] N. Y., Brentano's \$5
A book of reminiscences by a well known English sportsman, scholar and journalist.

Andreyev, Leonid, i.e., Andreieff, Leonid Nikolaevich

The little angel and other stories. 203p. S [c. '24] N. Y., Knopf
One of Andreyev's most popular collections, now appearing in the pocket book edition.

Ayres, Ruby Mildred

The man without a heart. 207p. D [n. d.] Y., Doran The story of a woman's love and the part it ayed in the life of the brusque stranger from played Australia.

Barry, David S. Forty years in Washington. 36op. il. O Reminiscences of men and events in Washington by the Sergeant at Arms, United States Senate.
They cover the administrations from Hayes to Harding.

Beach, Lewis
Ann Vroome; a play in seven scenes. 130p. D '24 c. '22, '24 Bost., Little, Brown \$1.50

A mid-western drama with interest centering in Ann engaged to Boyd Holliday.

A square peg. 140p. D. '24 c. '21, '24

Bost., Little, Brown \$1.50
Originally produced at the Punch and Judy Theatre
in New York in 1923. The scene is a mid-western
town; the main character, a hard, efficient mother

who enslaves her husband, son and daughter in a well-maintained, but cheerless home.

Beebe, William, i. e., Charles William
Galápagos: world's end; published under
the auspices of the New York Zoological
Society. 464p. il. (pt. col.) Q c. N. Y., Put-

An account of the experiences and findings of an expedition, headed by Mr. Beebe, to the Galápagos Islands, that little visited group lying on the equator some 600 miles west of South America, where life is still in the Age of Reptiles.

Bercovici, Konrad

Costa's daughter. 127p. D '23 c. '24 Chic., Covici-McGee bds. \$2 A gypsy drama with jealousy, passion, hatred and love flashing thru it.

Berton, Mme. Pierre

The real Sarah Bernhardt whom her audiences never knew; tr. into English by Basil Woon. 361p. il. O c. N. Y., Liveright \$3.50

An authorized biography containing much unpublished material, written for the most part during the lifetime of its subject and sanctioned by her.

Birmingham, George A., pseud. [James Owen Hannay]

King Tommy. 327p. D [c. '24] Indianapolis, Ind., Bobbs-Merrill Tommy, a modest Irish clergyman, went off to Berlin for a holiday, and while dining in the café of the Mascotte Hotel stepped into a royalist's plot that involved a dancer and a kingdom.

Bloore, John

Modernism and its re-statement of Christian doctrine: is it the truth of God? 301p. (bibl. footnotes) D ['23] N. Y., Loizeaux Bros., I E. 13th St. \$1.50, pap. 75 c.

A discussion from the standpoint of Bible Christianity.

American Inst. of Banking

Commercial law, outline for instructors. 54p. O

[c. '23] N. Y., [Author], 15 West 37th St. apply

Negotiable instruments, outline for instructors.

48p. O '23 N. Y., [Author], 15 W. 37th St. apply

Baer, Arthur Christopher

The ice cream mix; a simplified method of in-struction in standardization of the ice cream mix;

definite combinations of ingredients to secure any desired percentage of butterfat and various total solids; state ice cream laws and regulations; rev. and enl. ed. D '23 Milwaukee, Wis., Olsen Pub. Co. apply

Bales, Martha E.

Souvenir poems of Willoughby. 8op. O '23 Paines ville, O. [Author]

Bradford, Sir Edward E.

Life of admiral of the fleet, Sir Arthur Knyvet Wilson. 268p. il. O '23 N. Y., Dut-

The life story of a distinguished British sailor, a participant in the Great War and the inventor of the trunk semaphore and sea heliograph.

Braun, Otto

The diary of Otto Braun; with selections from his letters and poems; ed. by Julie Vo-gelstein; with introd. by Havelock Ellis. 394p. front. (por.) D. '24 N. Y., Knopf

bds. \$3.50 Otto Braun was killed in action on the Somme in 1918 at the age of twenty-one. In this volume are collected fragments of his writing, verse, letters and diaries, which are sufficient to show the loss incurred by German letters when he died.

Breazeale, J. F.

The Pima and his basket. 146p. il. D'23 c. Tucson, Ariz., Arizona Archaelogical & Historical Soc. A monograph on the art of the Pima Indians.

Brown, R. N. Rudmose

A naturalist at the poles. various p. il. maps. O '24 Phil., Lippincott \$5

Buchan, John

The last secrets; the final mysteries of ex-303p. il. maps. D. '24 Bost., planation. Houghton

True stories of adventure, telling of those perilous and hidden corners of the earth that kept their seclusion intact until this century. The book is designed primarily for young people, but will prove equally thrilling to adults.

Burlingame, Roger

You too. 302p. D c. N. Y., Scribner \$2
The story of a youth of sensitive aspiration who
is diverted from his artistic aim and forced into the
arena of the modern American business world.

Burnap, Willard A.

What happened during one man's lifetime, 1840-1920; a review of some great, near great, and little events. 461p. il. D '23 c. Fergus Falls, Minn., Burnap Estate \$2.50

Carlyle, Thomas

Jocelin of Brakelond; being a portion of Past and present; lim. ed. 170p. D'23 N. Y., Wm. Edwin Rudge, Inc., 4 W. 40th St. \$5

Caulk Dental Research Institute

The management and treatment of putrescent pulp-canals and periapically infected teeth with osogen. 143p. il. Q [c. '24] Milford, Del., L. D. Caulk Co.

Clark, Martha Haskell

The home road [verse]; introd. by Curtis Hidden Page. 123p. D (Appleton library of verse) c. N, Y., Appleton \$1.25

Clausen, Bernard Chancellor, D.D.

The miracle of me. 117p. D [c. '24] Phil., Judson Press Twelve pulpit addresses, some previously printed in magazines, by the author of "Preach It Again."

Conover, Milton

The office of experiment stations; its history, activities and organization. 190p. (7 p. bibl.) O (Inst. for gov. research: service mon. of U. S. gov.; no. 32) c. Balt., Johns Hopkins Press buck. \$1

Coulter, John Merle and Coulter, Merle Crowe

Where evolution and religion meet. 110p. D c. N. Y., Macmillan
Contents: Evidences of Evolution; Lamarck's Theory of Use and Disuse; Darwin's Theory of Natural Selection; The Mutation Theory of De Vries; Some Other Theories of Evolution, Modern Views on Evolution; Influence of the Evolution Idea; Evolution and Religion.

Crownfield, Gertrude

The blue swordsman; il. by Anne Merriman Peck. 269p. O [c. '24] N. Y., Dutton

A fairy story that is complete in itself althout brings to a conclusion the adventures of the fire country people described in the author's previous volumes, "Princess White Flame" and "The Shadow Witch."

Curran, Henry Hastings
John Citizen's job. 253p. S '24 c. '23, '24 N. Y., Scribner
The Commissioner of Immigration at Ellis Island tells what the average citizen of the United States should know and do whether he goes into politics or not.

Davis, Susan Lawrence

Authentic history of the Ku Klux Klan, 1865-1877. 328p. il. O c. N. Y., Am. Library Service \$3.50

Carnegie Foundation for the Advancement of Teach-

Eighteenth annual report of the president and of the treasurer. 166p. O '23 N. Y., [Author], 522 Fifth Ave.

Carrel, Minnie E.

Fireside poems. 90p. il. O c. '23 Madison, Wis., Quality Printers apply

Cole, Harry Ellsworth

Stagecoach and tavern days in the Baraboo region. 2p. il. O [c. '23] Baraboo, Wis., Baraboo News Pub. Co.

Cooper, Richard Watson and Cooper, Herman

Negro school attendance in Delaware; a report to the State board of education of Delaware. 414p. il. Q '23 Newark, Del., Univ. of Del. Press apply Crane, Robert Treat

Loose leaf digest of city manager charters. no [23] N. Y., Nat'l Municipal League, 261 B'wa

Densmore, Frances

Mandan and Hidatsa music, 212p. (bibl.) il. O (Smithsonian inst., bur. of Amer. ethnology; bull. 80) '23 Wash., D. C. Gov. Pr. Off., Supt. of Doc.

Doney, Carl G.

God answers prayer. 42p. S [c. '24] N. Y., Abingpap. 35 c.

Dorey, John Joseph

The daily worker's counsellor; advice worth a ransom. ofp. D [c. '23] N. Y., Schulte Press Pr. Co., 80 4th Ave.

D'Esme, Jean

The red gods (les dieux rouges); a ro-mance; tr. from the French by Moreby Acklom. 373p. D [c. '24] N. Y., Dutton \$2
A story of adventure in the wilds of French
Indo-China that strikes a new note of strangeness and mystery.

Dickinson, Charles Henry

The religion of the social passion. D'24 Chic., Christian Century Press \$1.75

Dixon, Winifred Hawkridge

Westward hoboes; ups and downs of frontier motoring; new ed. 386p. il. O '24 c. '21 N. Y., Scribner

Dobson, Austin
Four Frenchwomen. 212p. il. O (World classics; no. 248) '23 N. Y., Oxford 80 c.

Elliott, Ben G.

Automobile repairing. 429p. il. D c. N. Y., McGraw-Hill

Engelhardt, Charles Anthony (in religion

Santa Barbara mission. 495p il. O (Missions and missionaries of Cal.; new ser.) 23 San Francisco, J. H. Barry Co.

Ficke, Arthur Davison

Out of silence and other poems. 116p. D c. N. Y., Knopf

Forman, Henry James
Guilt; a mystery story. 252p. D [c. '24]
\$1.75

The story of a murder without an apparent motive, the efforts of a famous detective to reach a solution, and the timely introduction of a psychiatrist who points the way out.

Frazer, William H.

Bible notes. 158p. D '24 Charlotte, N. C., Presbyterian Stand. Pub. Co. \$1.50
Bible notes for study classes of young men and women, compiled from the author's own note-books of seminary and teaching days. \$1.50

Frederick, John T., ed.
Stories from The midland. 319p. D c. N. Y., Knopf \$2.50 Fifteen short stories selected from The Midland, an American magazine founded in the hope that it might encourage sincere, competent writers, especially in the middle west.

Gibbs, Sir Philip Hamilton Heirs apparent. 375p. D [c. '24] N. Y.,

Another story of the younger generation, born just too late for active part in the war, but profoundly affected by its aftermath.

Göbel, Heinrich

Göbel, Heinrich

Tapestries of the lowlands; tr. by Robert
West. various p. il. (col. front.) Q '24

V Prentano's bds. \$15

N. Y., Brentano's

The first part of a proposed work in four volumes on the History of Tapestry (part II: the Romanesque countries; part III: the German and Sclavonic territories; part IV: the tapestries outside of Europe).

Goldschmidt, Richard

The mechanism and physiology of sex determination; tr. by William J. Dakin. 267p. il. O ['23] N. Y., Doran
Intended primarily for the biologist. The whole range of the animal kingdom is covered but special interest centers in the breeding experiments carried out by Goldschmidt with insects.

Graves, Philip

Palestine, the land of three faiths; with introd. by D. C. Hogarth. 286p. il. map. O [n. d.] N. Y., Doran \$4.50

An expert examination of the political situation in Palestine and the progress and prospects of Zionism. The author, who has been a special correspondent in Palestine and the Near East, gives first-hand information. information.

Hagan, Horace H.

Eight great American lawyers. 293p. il. D'23 c. Oklahoma City, Okla., Harlow Pub. Co. Salient features in the careers of Luther Martin, William Pinkney, William Wirt, Thomas Addis Emmet, Seargent Prentiss, Rufus Choate, Judah Benjamin and William Evarts.

Harben, H. D.

Love letters to a dead woman. 253p. D c. N. Y., Seltzer The story of a London barrister, written by new author who stresses the bright side of love.

Harden, Maximilian

Germany, France and England; tr. and ed. by William Cranston Lawton. 333p. O [c. '24] N. Y., Brentano's \$2.50

The most arresting book that has come out of Germany since the war. In it Harden discusses the chances of future peace in Europe, taking into account the individual viewpoint of each of the three leading nations involved.

Hardman, Oscar, D. D.

The ideals of asceticism; an essay in the comparative study of religion. 232p. (12p. bibl.) D c. N. Y., Macmillan \$2

The author examines the religions of the world in respect to ascetic doctrine and practice, and undertakes to adapt these practices to modern times.

Greer-Petrie, Cordia

Angeline doin' society [humorous]; a sequel to Angeline at the Seelbach and Angeline steppin' out. 26p. front. D '23 Louisville, Ky., Angeline Pub. Co., 56 Todd Bldg.

Grinnell, Joseph and Dixon, Joseph

Revision of the genus lynx in California. various p. il. O (Univ. of Cal. pubs. in zoology, v. 21, no. 13, pp. 339-354) '24 Berkeley, Cal., Univ. of Cal. Press pap. 25 c. pap. 25 c.

Hodoval, Edward Arthur

Secrets of cheating with cards. 56p. T [c. '23]
Maquoketa, Ia. [Author] apply

Jeancon, J. A.

Excavations in the Chama Valley, New Mexico.

80p (bibl. footnotes) il. O (Smithsonian inst., bur.

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Hoyle's standard games. 50 c. Laird Ideals of asceticism, The. Hardman, O. \$2 I, the king. Williams, W. W. \$2 Stokes Macmillan In China now. Keyte, J. C. \$1.50 Irish wisdom. MacDari, C. \$3 Doran Daylight Pub. Co. Jocelin of Brakelond. Carlyle, \$5 E. Rudge \$5 W. John Citizen's job. Curran, H. \$1.50 Scribner John Martin, painter. Pendered, M. L. \$6 Dutton Judah Touro. Wasserman, M. Bloch Pub. Co. King of the black isles. Nicolson, J. U. \$2 Covici-M. King Tommy. Birmingham, G. A. \$2 Bobbs Ku Klux Klan, Authentic history of the, 1865-1877. Davis, S. L. \$3.50 Am. Lib. Service Laboratory and field work in general botany. Trouseau, E. N. & Sampson, H. C. \$1.20 Labour theory of value in Karl Marx, The. Joseph, H. W. B. \$1.50 Oxford Last secrets, The. Buchan, J. \$2.50 Houghton Leave it to Psmith. Wodehouse, P. G. \$2 Doran Lion, The life story of a. Herbert, A. \$1 Macmillan Little angel and other stories, The. Andreyev, Knopf Living word, The. Saunderson, H. H. \$3 Century Log of the "Cutty Sark," The. Lubbock. \$5 Lauriat Londinium. Lethaby, W .R. \$5. Appleton London. Moncrieff, A. R. H. \$2.50 Macmillan Love letters to a dead woman. Harben, H. D. Seltzer Ma Chiang, The laws of. Internat'l Ma Chiang Players Assn. Making business advancement sure. Jackson, Stokes W. M. \$1.50 Management and treatment of putrescent pulpcanals, etc. Caulk Dental Research Inst. \$5 Man who died twice, The. L. D. Caulk Co. Robinson, E. A. Macmillan Man without a heart, The. Ayres, R. M. \$2 Doran Mechanism and physiology of sex determination. Goldschmidt, R. \$6 Doran Memories of men and horses. Allison W. \$5 Brentano's Miracle of me, The. Clausen, B. C. \$1.25 Judson Press Modernism and its restatement of Christian doctrine. Bloore, J. \$1.50; 75 c. Loizeaux Bros. Mysteries of the people, The. Sue, E. \$20.

N. Y. Labor News Co.

Naturalist at the poles, A. Brown, R. \$5 Lippincott New Jersey, Manual of the legislature of the state of. \$2 J. A. Fitzgerald \$1.20 Nightmare abbey. Peacock, T. L. Oxford

Office of experiment stations, The. Conover, M. \$1 Old St. Andrews. Robertson, E. S. \$3 Dutton Otto Braun, The diary of. \$3.50 Knopp Outlaws of Cave-in rock, The. Rothert, O. A. H. Clark Co. Out of silence and other poems. Ficke, A. D. Knopf Palestine, the land of three faiths. Graves. P. \$4.50 Pearls and pepper. Utter, R. \$2.50 Yale Pieces for every month of the year. Lovejoy, M. I. & Adams, E. \$2 Pima and his basket, The. Noble & Noble Breazeale, J. F. \$1.50 Arizona Archaeological & Hist. Soc. Poet's youth, A. Woods, M. L. \$2.50 Liveright Portable lamps, their design and use. Luckiesh, M. \$2 Dutton Primary number projects. Losh, R. & Weeks. R. M. \$1.20 Houghton Printing, its history, practice, and progress. Maddox, H. \$1.75

Production of field crops, The. Hutcheson, T. B. & Wolfe, T. K. \$3.50

McGraw

Properties of matter, The. McEwen, B. C. \$3.20 Longmans Prophets of yesterday and their message for today. Kelman, J. \$1.50 Harvard Univ. Pr. Purple or the red, The. Sherrill, C. H. \$3 Doran Radiobuster, The. Mathison V. G. \$1 Stokes Rangers' code, The. McCulley, J. \$1.75 G. Howard Watt Rare, vanishing and lost British birds. Hudson, W. H. \$4
Red gods, The. D'Esme, J. \$2
Religion of the social passion, The.
inson, C. \$1.75 Christian Century
Roget's treasury of words. \$1 Dutton Dutton Christian Century Press Crowell Rural highway pavements. Harger, W. G. \$6 McGraw Santa Barbara mission. Englehardt, C. Scarlet iris, The. Thompson, V. C. \$2 Bobbs Scouting in the wilderness. Tomlinson, E. \$1.75 Sea The. Oppenheim, J. \$5 Shot-guns. Pollard, H. \$1.75 Appleton Knopf Pitman Smoke rings. Stern, G. \$2 Knobf Sociology, Educational applications of. den, D. S. \$2.75 Some aspects of Italian immigration. Sned-Century Stella. A. \$2.50 Putnam \$1.50 Winston Songs of mother. Schlichter, N. C. Square peg, A. Beach, L. \$1.50 Little, B. Stories from the midland. Frederick, J. T. Knopt \$2.50 R. W. Suburbs of christianity. Sockman, Abingdon Tapestries of the lowlands. Gobel, H. \$15 Brentano's That God's house may be filled. Stidger, W. Doran Thirteenth letter, The. Lincoln. N. S. \$1.75 Appleton Three fountains, The. Young, S. \$2 Scribner

Tiger, The life story of a. Mockler-Ferryman, A. \$1 Macmillan
Two in the wilderness. Washburn, S. \$2
Lippincott
Unstrung beads. Singh, P. \$2 Dutton
Villas of Pliny the younger, The. Tanzer,
H. H. \$2,50 Columbia Univ. Press
Warning to wives, A. Hosford, H. E. \$2
Stratford
Westward hoboes. Dixon, W. \$2,50 Scribner
What happened during one man's lifetime,

What the butler winked at. Horne, E. A. \$3

Seltzer

Where evolution and religion meet. Coulter,

J. M. & M. C. \$1.25

Wilson, Life of admiral of the fleet, Sir

Arthur Knyvet. Bradford, E. E. \$5

Dutton

Woodcarving. \$1.75

You too. Burlingame, R. \$2

Scribner



Old and Rare Books



Edited by Frederick M. Hopkins

A CCORDING to A. W. Pollard, keeper of printed books at the British Museum, of the 140 books entered 300 years ago at the Stationers' Register, the year in which the First Folio Shakespeare appeared, 116 have been traced. Of these 115 are in English libraries, the British Museum having 90, the Bodleian 20. The other is in the library of Henry E. Huntington at San Gabriel, California.

Part V (Stevenson-Zola) of the library of John Quinn will be sold at the Anderson Galleries March 17, 18, 19 and 20. This part completes the sale of the entire collection and will make the most interesting sale of the five parts. The outstanding features of this part are a very remarkable Stevenson collection, one of the best that has ever appeared in the auction room, and fine collections of Swinburne, Symonds, Synge, Thoreau, Watson, Whitman, Wilde, and Yeats.

"Certainly there is a growing interest in book collecting," says the New York Sun. "The American public has learned more and more to accept the value of books, not simply as literature but as objects and possessions." And the principal reason is that our auction rooms furnish a safe market for literary rarities. As we look back over the records of the last five years it seems remarkable indeed that the important sales have been so uniformly successful.

Frederic W. Goudy has brought the printing press upon which William Morris printed his Kelmscott books to this country.

It will be taken to Marlborough, N. Y. and added to the equipment of the Village Press, and will be utilized in the production of the "Three Essays of Augustine Birrell" for the Grolier Club of this city. The plates have already been prepared for the work and the printing will be started as soon as that press arrives. Mr. Goudy plans to have the work finished in April.

Beginning April 19, the centennial of Byron's death, the Library of the University of Texas will hold a Byron Centenary Memorial Exhibition of first editions and manuscripts. The major portion of the exhibit is the property of the university, but some of the books are from private collections and have been loaned for the occasion. The items include a series of interesting letters written by Byron about his works and to his friends, two pages of the "Don Juan" manuscript, two pages of "English Bards and Scotch Reviewers," the entire manuscript of the play, "Sardanapulus," and other manuscripts, all of them original drafts in Byron's own handwriting filled with erasures and revisions. The books include a complete, or very nearly complete set of first editions, with several inscribed copies, among them "Giour" which the poet sent to his sister Augusta.

Stanley Morrison's "Four Centuries of Fine Printing," which will soon appear, contains more than five hundred masterpieces of Roman composition reproduced in the finest collotype. An attempt has been made to bring together examples of the work of acknowledged masters of the

Roman letter. The eighteenth century rococo period is illustrated by a large number of charming title pages, chapter openings and final pages. The severer English Eighteenth century is also well represented and the influence of Tonson and Baskerville traced in the work of French and Italian presses. The section devoted to the nineteenth century revival embraces reproductions of the work of Bensley, Bulmer, Pickering and others. English and Conti-The modern section exhibits a choice of the remarkably fine work achieved by Bruce Rogers and D. B. Updike. The book measures 13 by 18 inches, accommodating a folio without reduction. The colotype is of the finest quality, the greatest care being taken to preserve fidelity to the size and colors of the original.

The collections of first editions, Charles Dickens collected by Harold Hartshorne of this city, and Oscar Wilde by Arthur Rhodes of Cedarhurst, Long Island, were sold at the Anderson Galleries March 4 and 5, 619 lots bringing \$11,476.25. A few of the rarer lots and the prices realized were the following: Dickens's "Sunday under Three Heads," 1836, \$90; other first editions by the same author, "Pickwick Papers," 1836-37, in original parts, \$240; "Sketches by Boz," 3 vols., 1836-37, \$100; "The Strange Gentleman," 1837, \$320; "Oliver Twist," 3 vols., calf by Worsfold, 1838, \$100; "Martin Chuzzlewit," in parts, 1843-44, \$105; "The Battle of Life," 1846, 1820-41 investigation of the Edel with three second issue according to Eckel, with three other issues, \$135; Christmas Numbers of Household Words and All the Year Round, 19 numbers in all, 1850-67, \$45; "Little Dorrit," in parts, 1855-57, \$65; "A Tale of Two Cities," in parts, 1859, \$250; "Our Mutual Friend," in parts, 1864-65, \$75; and a remarkable collection of autograph letters of Charles Dickens, his father and daughter Mamie, 37 letters in all, \$600. Among the higher priced Wilde first editions were "Poems," 1881, \$80; "The Happy Prince and Other Tales," 1888, \$90; "The Picture of Dorian Gray," 1891, \$47.50; "Lady Windermere's Fan," 1893, \$55; "The Sphinx," 1894, \$55: "A Woman of No Importance," 1894, \$47.50; "The Ballad of Reading Gaol," Japan paper copy, 1898, \$195; "An Ideal Husband," large Japan paper copy, \$172.50; and "De Profundis," Japan paper copy, 1905, \$63.

Fifty-nine ancient Chinese Hebrew manuscripts are included in a collection of more than 20,000 rare Hebrew books and manuscripts collected in Europe during the last five months and brought to this country by

Adolph S. Oko, librarian of the Hebrew Union College of Cincinnati, who recently returned on the last trip of the Berengaria. The Chinese manuscripts were purchased from the London Society for Promoting Christianity Among Jews, which in 1851 sent a mission into China to convert a community of Chinese Jews whose forefathers were said to have entered China between 205 B. C. and 220 A. D. The missionaries returned with no converts, but many valuable manuscripts. The style of some of the manuscripts is very unusual. Some open like a book, others unfold like a scroll, move along a string like the cards in a card index, and stretch out and close up like an accordion or a fan. The most important single item is a perfect copy of the first printed edition of the Talmud. This came from the press of Daniel Bomberg, in Venice, in 1523, and was sent to the book fair at Frankfort to be sold. It went thru several hands and finally entered the collection of the Earl of Crawford. It is what is called a "goyisha" or Gentile Talmud. This means that it has been in the hands of Gentiles since its publication. Gentiles, even if they are Hebrew scholars, seldom open them and that accounts for its perfect condition. Nearly all of the early Jewish books that exist in good condition come from monasteries or Gentile families. Many other books from the Crawford library were acquired by Mr. Oko. He bought nearly 20,000 remaining of the Elkan Alder library. This was the greatest Jewish library in the world, but about 5,000 items of the first quality were picked from it and taken by the Jewish Theological Seminary of this city last year. The remains, however, constitute a splendid collection. More than \$50,000 was spent in the purchase of these books and manuscripts. It was a present to the Hebrew Union College on the fiftieth anniversary of its founding by Isaac M. Wise. The money for the purchase was raised by a group of Western Jews. "The Jewish Union Theological Seminary and the Hebrew Union College," says Mr. Oko, "class with the greatest libraries in Europe, and in at least two particulars we surpass them. The institution in this city has the greatest Hebrew Persian collection and our college in Cincinnati will have the largest Hebrew Chinese collection."

Catalogs Received

Books of rare geology, scientific, technical, Americana, travels and legal lore. (No. 137.) Shepard Book Co., 408 South State St., Salt Lake City, Utah.

High-class second-hand books, comprising works on America, art, modern first editions, sport, theology, etc. (No. 10; Items 1066.) Herbert Wray, 17, East Park Road, Harrogate, England.

Issued Every Saturday

The Aublishers' Weekly

62 West 45th St., New York

R. R. BOWKER CO., PUBLISHERS

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Write your wants plainly, on one side of the sheet only. Illegible "wants" are ignored. To insure prompt replies each title should begin on a separate line. Grouped titles in a solid paragraph, excepting those by one author, not allowed. The WEEKLY is not responsible for errors. Parties with whom there is no account must pay in advance.

In answering, please state edition, condition and price, including postage or express charges. Houses that will deal exclusively on a cash-on-delivery basis should put [Cash] after their firm name. The appear. ance of advertisements in this column, or elsewhere in the WEEKLY does not furnish a guarantee of credit. While it endeavors to safeguard its columns by withholding the privileges of advertsing should occasion arise, booksellers should take usual precautions in extending credit.

BOOKS WANTED

A. B. C., care of Publishers' Weekly

Mineral Industry, vols. 1 to 26. Hunt's Merchant's Mag., vols. 1 to 63.

Adair's Bookstore, 1715 Champa, Denver, Col. The Sufistic Quartrains of Omar Khayyam, about 1905, M. Walter Dunne, N. Y. Heliogabalus, Mencken, Knopf.

Adelbert Coll. Lib., Western Res. Univ., Cleveland Morton Art of theatrical makeup. Cutler, Lynch Law. Sidgwick, Caroline Schlegel and her friends. Steffens, Shame of the Cities.

Amer. Bap. Pub. Soc., 1107 McGee St., Kansas City, Mo.

Chamber's Encyclopedia, 10 vols.
The Life that Counts, Cole.
General Introduction to the Old Testament, Green.
Complete set of Mark Twain's Works.
Hasting's One Vol. Bible Dictionary, India pap.,
good condition only.
The Vanishing Race, pub. by Doubleday Page.
The Church and Her Enemies.
Blasts from the Ram's Horn, 320 pages, illus., orig. Strong's Analytical Complete Concordance.

The American Legion Weekly, 627 W. 43d St., N. Y. Our Greatest Battle, by Frederick Palmer, as new. Our 110 Days' Fighting, by Arthur W. Page. as

American Library Service, 500 Fifth Ave., N. Y. Alexinsky, Modern Russia.

Archko Volume.
Carryl, Grimm Tales Made Gay.
Child's Genealogy.

De Mille, Books by.
Ellet, Women of the Revolution, 2, 3 and 4 vols.
Fernow, Economics of Forestry; History of Forestry. estry.
Guyot. Creation of the Biblical Cosmogony.
How to Sell Real Estate at a Profit.
Hunter, Decorative Textiles, 2 conies.
Jennings. Theatrical and Circus Life.
Larry, Memoirs of Military Surgery and Campaigns, etc., in all languages.
Lea-Hutchinson, Genealogy of Lincoln. American Library Service-Continued

American Library Service—Continued
Liebnitz, Philosophy of.
National Geographics, 1888 to 1905.
O'Brien, Story of the Sun, 4 copies.
O'Sheel, Book of Verses.
Price, Serbias Part in the War.
Reader's Guide to Periodical Literature, vol. 1.
Rowell, Forty Years an Advertising Agent.
Russell, These Shifting Scenes, 5 copies.
Smith, The Circus and All About It.
Speer, Missions and Modern History, 2 copies.
Sprague, Annuals of the Pulpit, 5 vols.
Starling, Electricity and Magnetism.
Thomson, Recent Researches in Electricity and Magnetism. Magnetism.
Tschudi, Elizabeth of Austria.
Tunison, The Grail Problem, etc.
Welday, Debater's Manual.
Woodbury, Talks with Emerson.
Send your name for our monthly books wanted list.

William H. Andre, 607 Kittredge Bldg., Denver, Col. Nine Volume, Ridpath History of the World, late Twenty-five Volume, Collier's Dumas.

Aries Book Shop, 116 Delaware Ave., Buffalo Charnwood, Lincoln and Roosevelt, 1st eds. Mengelkamp, Manual of Natural Shorthand.

Aurand's Book Store, 925 N. 3rd St., Harrisburg, Pa. Penna's Local Histories and Genealogies.
Penna's Imprints before 1870.
Books on Huguenots: Freemasonry, Mollie Ma-

William M. Bains, 1213 Market St., Philadelphia The Federalist, by either Dawson or Ford.

Baker & Taylor, 354 Fourth Ave., New York The Golden Age of Engraving, Keppel.
Breed, History of Preparation of the World for Christ, Revell, 1891 or 2nd ed., 1904.
Lacon, by Colton, Charles.

Wm. Ballantyne, 1409 F. St., N. W., Washington Stuart, The Golden Wedding, etc.
Wallace Rice, compiler. The Washington Year
Book, Maxims and Morals of the Father of Ilis Country, McClurg.

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BOOKS WANTED-Continued

Bap. Stan. Pub. Co., Dallas, Texas.

American Playgrounds, Mero.
All the Year Round Activities for Young People,

Barker's Store, 405 E. Adams St., Springfield, Ill. First English eds. and mss. George Gissing. On the Trail of Stevenson, 1st issue, 1st ed., Ham-

Spoon River Anthology, 1st issue, 1st ed., Masters. On the Circuit with Lincoln, Whitney. Ford's History of Illinois.
Wakefield's Black Hawk War.
Reynold's Pioneer History of Illinois.
Letters of Theodore Roosevelt and Woodrow Wil-

Books, pamphlets, photos, mss., A. Lincoln.

H. C. Barnhart, 35 W. Market St., York, Pa. When the Birds Go North Again, by Ella Higgin-SOD.

The Beacon Book Shop, 26 W. 47th St., New York Leigh Hunt, Dante's Divine Comedy, essay. Rolland, Michel Angelo.

F. M. Behymer, 1204 Olive St., St. Louis, Mo. Institutiones Theologicae Dogmatica, by Herrmann. How to Become Quick at Figures, N. Y., 1891.

Bender's Book Store, 84 Fourth Ave., New York Bankart, Art of the Plasterer. Millar, The Plasterer.

Berkeley Bk. Shop, 2238 Telegraph Ave., Berkeley, Cal.

Triplett, Conquering the Wilderness. Thompson, The Witchery of Archery.

W. Beyer, 207 Fulton St., New York

Guttman, Manufacture of Explosives.
Hepburn, History of Currency in U. S.
Tardieu, France and the Alliances.
Diffenderffer, German Immig. into Pa.
Hay, German Pompadour.
Sims, Victory at Sea.

Nat'l Bibliophile Service, 1270 B'way, New York. Writing and Speeches of Webster, 18 vols., Little,

Brown, 1903. Works of Benja. Franklin, ed. Smythe.

Arthur F. Bird, 22, Bedford St., Strand, London, W.C.2, Eng.
Mitchell's Business Cycles.
Bosanquet, The Principle of Individuality and

Bd. of Christian Educ. of the Presbyterian Church, 420 Elm St., Cincinnati, O.

Cathedral Days, by Mrs. Anna Bowman Dodd. Board of Christian Educ., of the Presby. Church., Witherspoon Bldg., Phila.

Isaiah, in the Companion Bible. No Man's Land, by MacNeille.

Book Shelf, 15 Garfield Pl., Cincinnati, O. Return of She, by H. Rider Haggard.
Story of the Outlaw, by Emerson Hough.
From Passing to Peace, by James Allen.
Hope Lede,; The Linwood, and New England Tales,
by Marie Catherine Sedwick.

The Bookshop, 212 Third St., Davenport, Ia. Columbus, a Narrative, Young, 2 vols., Lip.
Lithography and Lithographers, Pennell, Mac.
Etchers and Etching, Pennell, Mac.
Game of Go, Arthur Smith.
Originality, Knowlson, Lip.
World Almanac, bound, 1924.

Borough Hall Booke Shoppe, 337 Adams St.,
Brooklyn, N. Y.

Stewart, Life and Adventures of Virgil.
Falconer, Notes of a Journey, Texas and Mex-

A. Stewart,
T. Falconer, Notes of a Journey,
ico.
J. C. Freemont, Report of the Exploring Expedition
to the Rocky Mountains and to Oregon and California, Wash., 1845.

L. Bowman, 118 E. 25th St., New York P. T. Hammerton, Etchings and Etchers. Glynn, His Hour.
Historic Summer Haunts from Newport to Portland, Bullard.
Ancient Myths in Modern Poets, Helen Clarke.
Poets New England, Helen Clarke.
Historic Landmarks of America, Singleton.

Brentano's, Fifth Ave. and 27th St., New York McTeague, Norris.
Acschylus Tragedies, Stewart Blackie's trans.
Ancient Greek Literature, Murray.
Dante and His Circle, Rossetti.
Text of the Old Testament, Buhl.
The Sayings of Jesus, Harnack.
Introduction to the Texual Criticism of the Greek
New Testament, trans. by Nesttle.
The Synoptic Gospels in Parallel Columns, Thompson.

Valet's Tragedy and Other Studies, Lang. Joan of Arc, Phillips. A Bunch of Buckskins, Remington.

Unto Caesar. Summer in Touraine, Lees. A Summer in T White Peacock.

White Peacock.
Trespasses.
Prussian Office.
A Century of Locomotive Building, Robertson.
Nelson's Lady Hamilton, Moorhouse.
The Old Clown's History, Tryon.
Ins and Outs of Circus Life, Glenroy.
Autobiography of Phineas T. Barnum.
The Life Story of the Ringling Bros., Donnelly.
Circus Memories.
Four Years in Europe with the Barnum and Bailey
Show. Griffin.

Show, Griffin.

That First Affair and Other Sketches, Mitchell.
Autobiography of P. T. Barnum, pub. about 1850.
Best in Life, Hine.
The Collector's Manual, Moore.
Life and Work of Stradivari, Hill.
Pepita Jimenez, Velera.
La Hermana San Suplicio, English version, Valdes.
A Prisoner of the U. 90, Isaac.
The Californians; Transplanted; Patience Sparhawk, Atherton.

The Californians; Transplanted; Patience Sparhawk, Atherton.
On a Pincushion, de Morgan.
Georgia Scenes, Longstreet.
The Story of a Page, Heaton.
Game of Life, Hall.
Newspaper Advertising, Hawkins.
Makers of Man, Whitby.
The Slaves of Paris, Gaboriau.
In the German Service; Colette Baudouche, Barres.
Lady Rose's Daughter, Ward.
Th Disciple; Lies, Bourget.
Indiana; The Devil's Pool, Sand.
Four Centuries of the Panama Canal, Johnson.
Happy Humanity, Van Eden.
Tour of the Dolomites from Venice to Tablach,
Robertson.

Happy Humanity, Van Eden.
Tour of the Dolomites from Venice to Tablach, Robertson.
Dolomites, Hamer.
Handbook of So. Germany and Austria, Murray.
Technique of the Drama, Price.
The Trail of the Grand Seigneur, Lyman.
Storied Windows, Bushell.
In Old Plantation Days, Dunbar.
One Year at the Russian Court, Maud.
My Lady Caprice, Farnol.
Old Dramatists, Wycherly, Congreve, Vanburgh and Farquhar, Rutledge.
Madame Therese, Erckmann-Chatrian.
Rogue by Compulsion, Bridges
Early Hebrew Story, Peters.
Light Waves and Their Uses, Michelson.
Memoirs of Arthur Hamilton, Benson.
A Tropical Dependency, Lugard.
An Adventure in Versaille.
History of the Civil War, Brady.
Franklin Winslow Kane, Sedgwick.
Tales from Isles of Greece, Michalides.
A Dictionary of Thoughts, Edwards.
Val of Paradise, Roe.
The Depressions of V. Vedder.
Hunter's South Yorkshire.
An Old Man's Love; The Three Clerks, Trollope.
Cinq Mars, English translation, De Vigney.
Out of a Clear Sky, Davies.
Cabell, J. B., Taboo.
Ray, Life of Adam Smith.

Brentano's, New York-Continued

Fiske, John, Discovery of America; Old Virginia and Her Neighbors; Beginning of New England, illustrated editions, in either red or green buckram.

Memoirs of Marshal Davoust. Michelet, La Femme. Blavatsky, Secret Doctrine, 2 vols., London, 1888.

Brick Row Book Shop, Inc., 104 High St., New Haven, Conn.

Piers Plowman, Skeat's, 2 v. ed. Wings, Stings and Queer People, Cox. Greek Melic Poets, H. W. Smyth. Introduction to Milton, Corson. Trooper Peter Halket, Schiemer.

Bridgman & Lyman, Northampton, Mass.
Beazley's Russia.
J. E. Flecker's Collected Poems.
American University, by Holme.
Education of Teachers, Payne.
Life of Giordana Bruno, the Nolan, I. Frith.

Morris H. Briggs, 5113 Kimbark Ave., Chicago Wanted at all times anything by, about, or relating to Abraham Lincoln; 1, Printed Speeches by Lincoln; 2, General Orders, Proclamations, Broadsides, Messages to Congress by or mentioning Lincoln; 3, Eulogies, memorial sermons, resolutions, etc., 1865; 4, Sermons referring to Lincoln, any date; 5, Books or pamphlets on elections, 1856, 1860, 1864; 6, Biographies, books or pamphlets; 7, Congressional speeches referring to Lincoln; 8, Books or pamphlets on the assassination and trial of the conspirators; 9, Foreign items in any language; 10, Printed reports of Lincoln dinners, Feb. 12 meetings, etc.; 11, Books or pamphlets attacking Lincoln; 12, Material on Emancipation Proclamation; 13, Lincoln joke books, songsters, sheet music, badges, broadsides and souvenirs of all kinds; 14, Lincoln portraits; 15, Poems about Lincoln, single or in collections; 16, Autograph letters; 17, Lincoln Bibliographies, dealer catalogues, priced auction catalogues. Please describe fully and quote best prices for cash. Quote at all times similar material of Roosevelt or Woodrow Wilson interest. Best prices for fine autograph items.

Brooklyn Mus. Lib., Eastern Parkway, Brooklyn Hartmann, Practical Figure Composition.

Frank C. Brown, 44 Bromfield St., Boston.

Maum Guinea; or, Christmas Among the Slaves, by

Mrs. M. V. F. Victor, 16mo., colored pictorial

wrappers, New York, Beadle & Adams, 1861; also
the English edition, 16mo., cloth, wanted.

Child's English and Scottish Ballads, Houghton
Mifflin & Co., 10 vols.

Burrows Bros. Co., 633 Euclid Ave., Cleveland, O. Shakespeare, 9 vol., Cambridge ed., Macm., sp. price.
Brinkley, Or. Ser., Japan & China, 12 v. cheap set. Roumanian Eng., Eng. Roumanian, 2 vol., Dicty. McGuffey, 1st, 2nd, 3d, 4th, Readers, & Speller. Madelaine, Harper, 1919.
Mitchell, Hugh Wynne, illus., Holiday, 2 v. ed. Dibdin, Bibliomania, large paper copy. Harvard Classics, fabricoid binding, 51 vols. Moore, Geo., Esther Waters.
Ovid, Art of Love, Metamorphosis, etc. Barber, American Glass.
Susan Wallace, Land of Pueblos, Alden, 1888.
Pinkerton, Molly Maguires and Detectives.
Tarbell's History Standard Oil Co.
Tarbell's Life Mra. M. B. G. Eddy.
Beethoven's Letters, in English, 2 vols.
Jenkinson's Aaron Burr, A. H. Clark Co.
S. W. Baker, Wild Beasts and Their Ways.
Macaulay's England, large type ed.
Rebecca West's The Judge, Novel.
Harris, Anc. Fam. and Curious Wills.
Custer, Following the Guidon. used copy.
Slocum. Voyage of the Liberdale.
McIlvaine, 1000 Mushrooms.
Moulton's Lib. Literary Criticism, 8 v.. cheap set.
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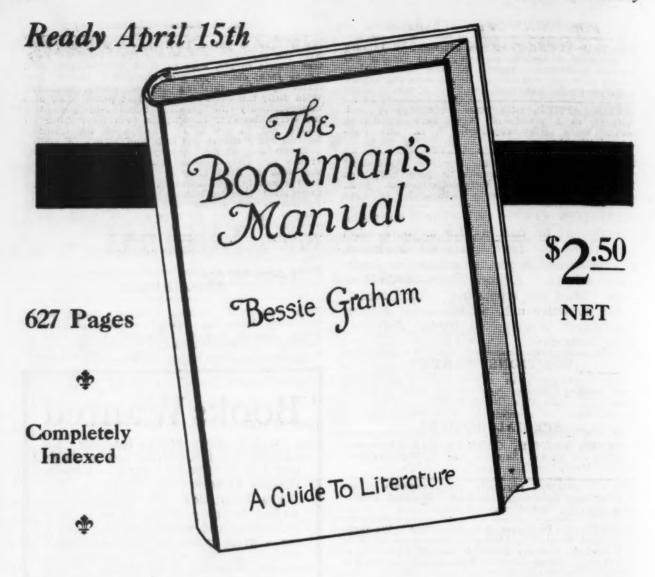


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